Our company has express permission from telemarketing (to businesses) to fax a publication. We spent over \$30,000 in the last 5 years to follow the TCPA Law as it applies to fax. This new EBR and the requirement of written permission is simply not possible for companies who whose the fax machine, a popular business tool correctly. Better enforce your current laws! This will destroy many businesses including mine and create a wave of junk litigation.